

**CALIFORNIA COMMISSION ON DISABILITY ACCESS
EDUCATION AND OUTREACH COMMITTEE
MEETING MINUTES**

December 8, 2016

1. CALL TO ORDER

Chair Betty Wilson welcomed everyone and called the meeting of the Education and Outreach Committee (E&O) of the California Commission on Disability Access (CCDA or Commission) to order at 10:07 a.m. at the City of Los Angeles Department on Disability, 201 North Figueroa Street, Suite 100, Los Angeles, 90012.

The off-site meeting locations for teleconference were the Department of Rehabilitation, 721 Capitol Mall, Room 252, 2nd Floor, Sacramento, 95814, and the San Francisco Independent Living Resource Center, 825 Howard Street, San Francisco, 94103.

ROLL CALL

Staff Member Jackson called the roll and confirmed the presence of a quorum.

Committee Members Present:

Arnie Lerner (Teleconference)
Richard Ray

Committee Members Absent:

Stephen Simon
Jimmie Soto

Commissioners Present:

Betty Wilson, Chair
Chris Downey (Teleconference)

Commissioners Absent:

Michael Paravagna

Staff Present:

Angela Jemmott, Executive Director
Fajola Jackson, Office Administrator
Rhonda Valdry, Staff Services Manager

Also Present:

Pamela Cohen, Disability Rights California (teleconference)
Ruthee Goldkorn, No Barriers Disabled Access Consulting and Advocacy Services
(teleconference)
Fiona Hinze, Systems Change Coordinator, Independent Living Resource Center of San
Francisco (ILRC) (teleconference)

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APPROVAL OF MEETING MINUTES (October 27, 2016) – ACTION

MOTION: Commissioner Downey moved to approve the October 27, 2016, California Commission on Disability Access Education and Outreach Committee Meeting Minutes as presented. Chair Wilson seconded. Motion carried unanimously.

2. COMMENTS FROM THE PUBLIC ON ISSUES NOT ON THIS AGENDA

Ruthee Goldkorn, of No Barriers Disabled Access Consulting and Advocacy Services, stated after the veto of Senator Roth's bills, which included a tax credit for barrier removal, the governor signed a bill for a small business loan program for barrier removal. She asked about the status of the loan program that is to be administered by the CCDA.

Executive Director Jemmott stated Ms. Goldkorn's question will be addressed in Agenda Item 3(b).

3. CURRENT AND UPCOMING E&O PROJECTS – DISCUSSION AND UPDATES

a. California Business Portal

Executive Director Jemmott stated the California Governor's Office of Business and Economic Development (GO-Biz) has developed the California Business Portal and invited the CCDA and a number of other agencies to help build it. In the last E&O Committee meeting, Committee Member Lerner shared that there were other local business portals doing similar work, such as San Francisco and Los Angeles. Examples were included in the meeting packet. Staff have attended a California Business Portal meeting and reached out to the two local business portals.

Executive Director Jemmott reviewed the local business portal websites and the GO-Biz website and noted that the CCDA is not referenced as a resource on the websites and they do not include CCDA tools and materials. She stated there are opportunities for collaboration and partnership and staff will continue to reach out to them.

Chair Wilson stated she has been in contact with the mayor of Los Angeles's office regarding GO-Biz. The mayor is willing to meet in person or by teleconference with staff and Chair Wilson. A date needs to be determined after the holidays.

Commissioner Downey asked if each city or jurisdiction has a GO-Biz portal or if something links them all together. Executive Director Jemmott stated they are independently-managed sites but staff has not researched the number of business portals there are throughout the state of California.

b. December 16, 2016, with Senator Roth

Executive Director Jemmott stated Senator Roth's flyer for the ADA Small Business Workshop is included in the meeting packet. The most current information on the loan program that Ms. Goldkorn asked about will be shared at this workshop.

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c. January 2017 Legislative Briefing of the Consumer Toolkit/Guide

Executive Director Jemmott stated the goal is for the Checklist Committee to provide a presentation to the Commission on the strategy of the consumer toolkit to provide consumers with information to help each industry with access compliance. She asked the E&O Committee members to discuss how to launch and disseminate the toolkit statewide. She stated Commissioner Lackey has volunteered to do a briefing on the CCDA toolkit in January for all legislative staffers.

Committee Member Lerner stated 60 Minutes last Sunday was about the ADA and accessibility for small businesses. He suggested offering the toolkit to the press to help build on that since the issue is fresh in people's minds.

Executive Director Jemmott stated Commissioner Paravagna indicated there is a mail bag that is a follow-up to any 60 Minutes presentation and he suggested writing a positive letter to 60 Minutes in reference to what California is doing in terms of the Commission and the bills it is doing to make businesses accessible. 60 Minutes may do a follow-up response.

Public Comment

Ms. Goldkorn spoke on the history and information-gathering process of airing the program on 60 Minutes. She stated 60 Minutes has no interest in doing a follow-up program or addressing errors or adversarial statements made. Utilizing the independent living center and resource center systems, the CCDA can take the lead on focusing on the offense of education in a positive format through government-access or public-access television channels and radio in municipalities working to educate business officials and helping to bring understanding about the role of an ADA compliance officer.

Ms. Goldkorn suggested the Pacific ADA Center as a resource, getting celebrities onboard, putting together a public relations program, and going to colleges and universities.

Commissioner Discussion

Committee Member Lerner offered to forward Lainey Feingold's response to staff about 60 Minutes striking the information she provided from the program.

Commissioner Downey suggested addressing the 60 Minutes program errors from the CCDA website. There is a lot that California, through this Commission and the CASp program, is doing to increase compliance, thereby reducing litigation. Acknowledging the 60 Minutes piece as a stimulus can present the case in a positive way for what California is doing to address those issues and increase compliance, using the CCDA website as a resource for individuals to access information. He asked if there is a way for this to pop up in the Internet search for the 60 Minutes program.

Executive Director Jemmott suggested also sending the letter from the Commission to local jurisdictions.

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Chair Wilson agreed with Commissioner Paravagna's suggestion to craft a letter. She suggested getting a letter ready before the next Committee meeting in January. She stated she will speak with staff offline to discuss setting up an ad hoc committee or contacting the legislative members of the Commission to help expedite this. She offered to contact her local television and radio stations in Southern California and the mayor's office and asked others to contact Northern, Central, and San Diego-area stations to spread the word.

Commissioner Downey suggested getting the word out with social media such as Twitter by posting new CCDA tools and events. Using television and radio media outlets may be editorialized; the CCDA can put their own message out directly with the website and social media.

4. FUTURE AGENDA ITEMS

Executive Director Jemmott stated the next full Commission meeting is January 11, 2017.

Chair Wilson stated she will be contacting Committee Members to help draft the letter.

5. ADJOURN

MOTION: Commissioner Downey moved to adjourn the December 8, 2016, California Commission on Disability Access Education and Outreach Committee meeting. Committee Member Lerner seconded. Motion carried unanimously.